



## 2nd event stars *you*, Sedona's residents!

*The Citizens Steering Committee for the new Community Plan invites you to another innovative program:*

**Thursday, June 30, 6:30 pm**

**Multi-Purpose Room (Bldg. 100)  
West Sedona School,  
570 Posse Ground Road**



So, join us and come to this important June event, even if you attended a May program. You can join in the exciting journey we're beginning. This time, bring your friends and family. If this is all new to you, or if you were not able to attend in May, it's not too late to step on the bus and take part!

Sedona needs more residents to help in shaping its future – young, older, business people, retirees, even part-timers. Sedona has over 6000 registered voters, and only 3500 (about 53%) voted in the last City Elections. Only if **you** get involved in your City's future can you help it be what you want.

The goal here is to create a new Community Plan that's easy to read and use — one that sets the stage for all land uses, recreational and business uses, redevelopment, new development, preservation of open space and traffic improvements.

Fewer than 200 attended the May programs, but they went away excited. Let's make it 500 or more for the big June 30 event!

*This alternative for the Uptown sidewalk along 89A was just one of many ideas discussed in the May programs. Rather than walking next to auto traffic, pedestrians could enjoy a more peaceful communion with nature between Uptown and the Creek District.*

### May kickoff programs well-received, gave rousing sendoff to Plan project

Our identical programs on May 19 and 21 got rave reviews from attendees, who saw that a City meeting doesn't have to be boring — that it can be an entertaining and stimulating experience — as well as an opportunity to be heard in a meaningful way. If you liked that, you'll love the interactive show June 30!

There were audiovisual presentations on Sedona's past, present values, and possible future ideas to help us all *Imagine Sedona 2020 and Beyond*.

#### **June 30 will be different — even better!**

Our June 30 program will build on the energy from the May community events — and this time the program is even more about you!

You and your fellow citizens will join in a lively and uniquely orchestrated exchange of ideas for Sedona's future. You will witness how everyone's ideas will be recorded and organized, and how they will be published to the community at large.

You'll hear from Sedonans at our May programs, who provided thoughtful comments and dreams of how we can have a brighter future through planning.





## Here are a few things that will happen at the June 30 program

As you read this, the Citizen Steering Committee is hard at work assuring that our second program will be even more stimulating than the May Kickoff. And that it will involve you, the public, much more.

- **Exploring public ideas and comments — quotes from May programs and new ideas from attendees at this program.**
- **Small group breakouts will explore specific topics; then discuss with whole audience.**
- **Reconvene to air and discuss results of the above small group sessions.**
- **Learn how public ideas will be used in development of the new Community Plan.**
- **Time to mingle over refreshments with City staff, Citizen Steering Committee members, each other, and view displays of area plans, an "Idea Matrix" and various versions of City maps. Ask questions, make your comments heard (verbal or written).**



Area plans like the "Heart of Sedona" (above) have fired the imagination of Sedonans. Public ideas gained during the current Community Plan project will build on these ideas, and will help to stimulate public-private partnerships to create the Sedona we can *"Imagine for 2020 and Beyond"*.

## *Use our Idea Submission Forms*

To help us gain insight into your priorities, we'll use several innovative ways of recording, organizing and publishing your thoughts and ideas.

This form can help us assure that your thoughts and ideas are used effectively in proceeding to the next stage of drafting the new Community Plan.

You may visit [www.SedonaAZ.gov/planUpdate](http://www.SedonaAZ.gov/planUpdate) to find the Idea Submission Form, or pick one up and return it in a box at one of these locations:

- City Hall, Dept. of Community Development
- Sedona Public Library
- Basha's service desk
- Heart of Sedona Coffee Shop in Old Marketplace
- Uptown Fire Station



## *Planning came at Sedona's birth*

Back in 1990 when the City of Sedona was a baby, citizens came together in a series of public meetings to create our first Community Plan. State law requires cities and towns to have a general plan — but Sedonans wanted much more.

Rather than settle for the minimum required by law, Sedona people created a Community Plan that also addressed regional issues, historic preservation, arts and culture, economic development, community facilities and housing.

In the original Community Plan adopted in 1991, the public deemed that the environment and open space were so important here that these things were given their own elements. Then in 1998, the State of Arizona added these to its requirements for the general plans of all cities and towns.

That first Community Plan was the product of such great public interest that Sedona received a State award for public involvement in it. Sedona won a second award like it for the update in 2002.

**If you add your e-mail address on the City website, we'll send you timely notices.**

**Go to *Community, E-Mail Notifications, and select Community Development.***



### Here are some of the comments made by Sedonans at the May kickoff programs

Following stimulating presentations at our May programs, numerous residents shared their ideas, passions and concerns. Here are just a few samples:

*"Encourage neighborhood community centers and intergenerational support networks."*

*"Desperately need the creek walk. Current pedestrian bridge does not take advantage of creek-side beauty."*

*"Love the idea of turning stores around to create a grouping with centralized walking space."*

*"Support public transportation, neighborhood 'farmers markets,' small, clean new industry."*

*"We want to make this place easy to retire to. Old people access to all. Put this in the planning."*

*"... use what is good or clean from our past community plan, 89A corridor study, Heart of Sedona plan, Oak Creek area plan, etc."*

*"We also need stores here that are for (serve) the community, not tourists. We have food stores—good. We have acquired a Staples—good. Now complete our day-to-day needs with a real bookstore (Barnes & Noble), a diversified department store (Macy's)."*

*"Sustainability—green development, solar, wind."*

*"Nodes linking to businesses, residences in west Sedona —redesign 89A!"*

*"Forest service interface increased. Consider obtaining more USFS land (non-viewshed)."*

*"Limit asphalt! Parking lots can be surfaced with granite and have trees for shading."*

*"More creek walks and vistas of creek."*

## Steps in the planning process

1. **AWARENESS** Why are we doing this?  
Where are we now?  
How do we like it here?
2. **POSSIBILITIES** What could we be?
3. **VISION** What do we want to be?
4. **CREATE THE PLAN**  
Where are we going?  
How do we get there?
5. **ADOPT THE PLAN** Do we agree?
6. **VOTE** Do we approve?

Briefly, here are the basic phases in developing Sedona's new Community Plan. Currently we are in Phases One and Two, that will generate alternative Plans through community discussion. Phase 3 will find a common vision.

In Phase 4, last half of 2012, a draft Plan will be prepared by the Citizens Steering Committee and the Planning and Zoning Commission, working with City staff. That draft will go to the citizens for study and comment at public hearings.

After any revisions and recommendation by P&Z, the Plan will undergo further public hearings and eventual adoption by the City Council. Then it will be put to a public vote in 2013.

## Why make a Plan update now?

In our ever-changing community, Sedona must review its plan to stay ahead of the game. The City and its people will look at changing conditions and priorities, and consider revisions that will guide decisions on growth and development.

Other factors also will bear on life in our future community. The current Community Plan includes elements covering land use, growth, transportation, open space, environment, housing, water resources, development, historic preservation as well as arts and culture. It's not an ordinance, but it lays out the community's goals and policies for development.

Arizona State law requires cities and towns to develop a general plan, and to update it at least every 10 years. But beyond that, Sedonans want to be involved in their own future. This project will find how you **"Imagine Sedona 2020 and Beyond"**.



City of Sedona  
Dept. of Community Development  
102 Roadrunner Drive  
Sedona, AZ 86336



*If you care about Sedona —*  
**Come to the 2nd program for  
Sedona's new Community Plan!**

**6:30 pm Thursday, June 30  
at the West Sedona School**

## **Timeline for the Plan project**

### *Through June 2012*

- Learn community values and priorities.
- Explore plan alternatives.
- Define a common vision for Sedona.
- Prepare a draft Community Plan.

### *July to December 2012*

- Review the draft plan.
- Public hearings by Planning & Zoning Commission.
- Public hearings by City Council.
- Adoption by City Council.

### *May 2013*

- Community votes on the new plan.

## *Stay informed and contribute your ideas*

- Watch for dates, times and places for Plan workshops in July.
- Attend Citizens Steering Committee meetings, first and third Tuesdays at 3:00 pm.
- Attend Planning and Zoning Commission meetings, third Tuesdays at 5:30 pm.
- Check out [www.SedonaAZ.gov/planUpdate](http://www.SedonaAZ.gov/planUpdate).
- Email, call or write to:  
Mike Raber, Senior Planner,  
[mraber@sedonaz.gov](mailto:mraber@sedonaz.gov), 204-7106 or  
Kathy Levin, Assoc. Planner, 203-5035,  
[klevin@sedonaaz.gov](mailto:klevin@sedonaaz.gov)

## **How is our Community Plan used?**

Sedona's Plan has established growth policies and set the stage for many of our land use regulations. It is used in planning for Uptown and the West Sedona commercial corridor, and even for regional policies and improvements outside City limits.

Now you're working on our new Plan, to help achieve the needed results for 2020 and beyond.

## *Results of previous Plans include:*

- Maintained growth capacity at 1990 levels.
- Amendment 12 to Coconino National Forest Plan, on preservation and uses of forest land.
- Redesigned and constructed SR 179.
- Restricted where hotels and timeshares may be located.